



**FOR IMMEDIATE RELEASE:**

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***ENVIRONMENTAL SERVICES DEPARTMENT***  
**NEWS RELEASE**

**City of San Diego Extends Blue Bin Recycling to Mission Beach**

*Recycling Made More Convenient with Curbside Collection*

**SAN DIEGO, CA**— Curbside Recycling is coming to Mission Beach! During early October the Environmental Services Department (ESD) will be expanding the curbside recycling program to the Mission Beach community.

This new expansion will make it easier for Mission Beach residents to comply with the City's Recycling Ordinance. The City Recycling Ordinance took effect on January 1, 2008 and requires all residences receiving trash collection service from the City; privately-serviced residences and businesses; and special events to keep specified recyclables out of their trash bin. Willful violators may be subject to fees and fines.

This ordinance has not been enforced in Mission Beach due to the absence of curbside recycling service. Once curbside recycling service is available, Mission Beach residents will be required to observe the Ordinance.

Residents in the Mission Beach area are receiving information in the mail regarding this expanded service. This includes a postcard that must be filled out and returned in order to receive a recycling container at no charge. The container request card must be returned by Friday, June 18, 2010, with a delivery of containers scheduled in mid-September. A delivery charge will be assessed for blue bin delivery after the initial roll-out.

**(MORE)**

In keeping with the City Recycling Ordinance, any resident who declines a recycling bin will be expected to recycle all specified material by an alternative method, such as beverage container redemption, charitable donations, fund raisers, etc. The Park and Recreation drop-off bins at six locations in the Mission Beach area provide alternatives for recycling materials.

The following materials are accepted in the blue recycling bin and **MUST BE KEPT OUT OF THE BLACK BIN:**

- newspapers
- clean paper, magazines, junk mail and
- books (paper back and hard bound)
- cardboard and paperboard
- plastic bottles, jugs and jars
- aluminum and steel food and beverage cans
- glass bottles and jars

For more information about this expanded service or if residents in the Mission Beach area did not received a mailer and would like to order a recycling container, call Customer Service at 858-694-7000 by the Friday, June 18 deadline.

To learn more about Curbside Recycling visit [www.recyclingworks.com](http://www.recyclingworks.com) and click on the “Curbside Recycling” link. The site provides residents with the types of City collection services offered at their addresses, lists what can and cannot be recycled in their blue recycling bin, and displays the City’s recognized holidays when trash, recycling and yard waste collections are delayed by one day. For more information on the City’s refuse and recycling collection services, please call ESD’s Customer Service line at 858- 694-7000 or go to [www.sandiego.gov/environmental-services](http://www.sandiego.gov/environmental-services).

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